



Partnership for Children of Cumberland County: A Local Perspective

January 20, 2010

**The Joint Legislative Task Force on the Consolidation
of Early Childhood Education and Care**

The support you need to help children succeed.



America's most fundamental human objectives- educational, social, political - will never be achieved through national or state efforts. Our fundamental aspirations can only be achieved at the community level where the people actually live, work, and educate their children.

Author Unknown

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Critical Success Factors



- Public/private sector investment and support
- Establishment of reasonable oversight and accountability
- Support and capacity building of local entities
- The professional working relationship between public and private sectors

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Cumberland County Profile



- The 5th largest metropolitan area in the state with **28,778** children ages birth to five (and not in kindergarten)
- Approximately **three** of every **five** children under the age of six have both parents in the family working
- The median age is 33.1 years – the 2nd youngest county in the State
- The median family income for the county is \$5,000 below the state median income

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Cumberland County Profile



- State's fourth largest African-American community including **35,188** children
- State's fifth largest Hispanic child population with **7,314** children
- Immediately adjacent to the eastern US' largest Native American county
- Active Duty military population with nearly 40% of their children younger than six

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Military Profile



Fort Bragg, NC

Army Special Operations and anti-terrorist forces routinely deployed to one of over 70 countries

"Home of the Airborne"

Population: 46,000



Pope Air Force Base

43d Airlift Wing

"We Put The Air in Airborne"

Population: 5,100

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Our Mission



To build partnerships with families and the community so that all children have the opportunity to succeed in school and be prepared to contribute to our social and economic future.

GET READY, GET SET

I'm ready for school thanks to programs funded by the Partnership for Children of Cumberland County

To learn more about the programs that support and improve Cumberland County's early childhood learning programs call (910) 667-9700 or go to www.uscpc.org

Making **Smart** Work in Our Community

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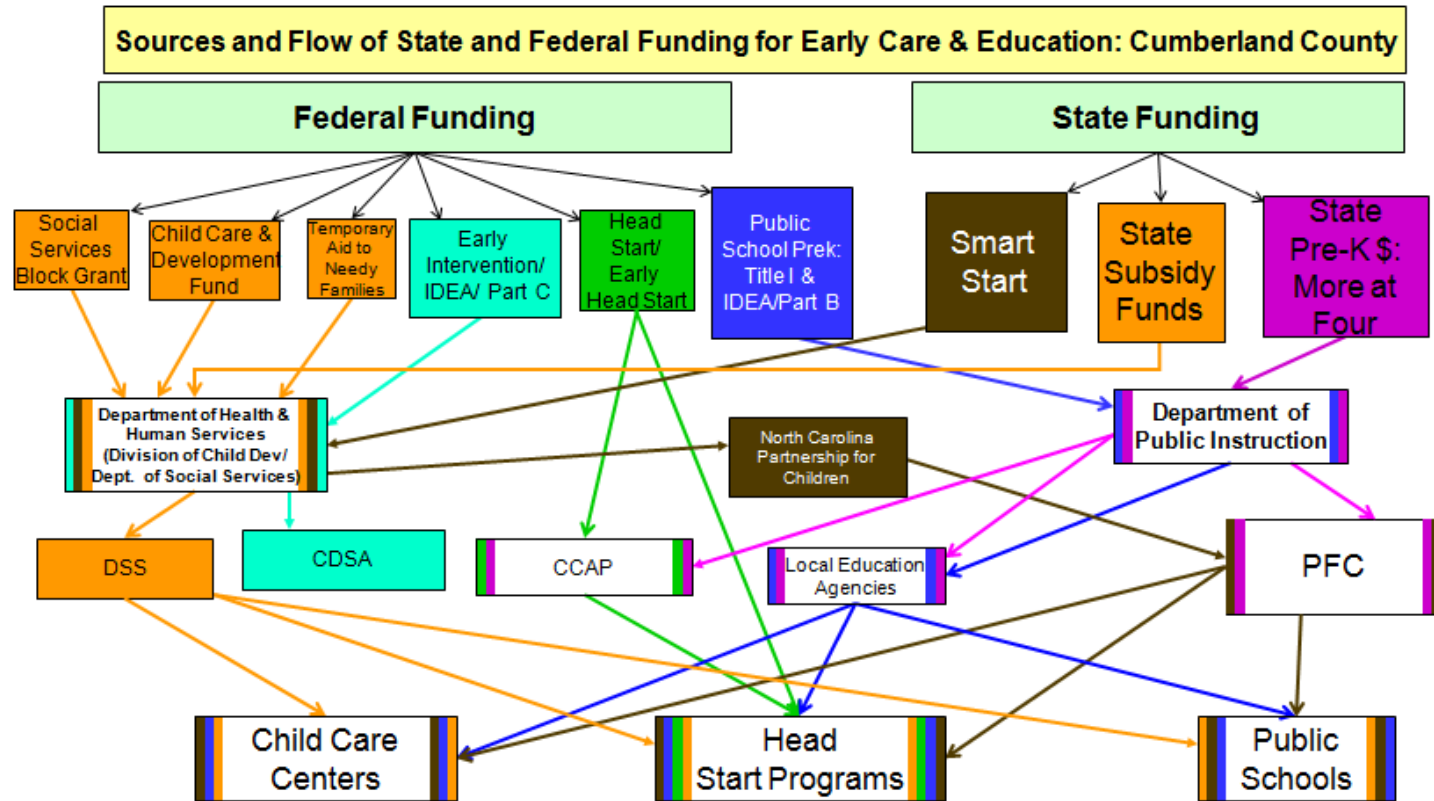
Customers

- Parents
- Early Care and Education Professionals
- Direct Service Partners
- Early Childhood Professionals
- Other related early care and education organizations

Core Focus Areas

- Early Care & Education
 - Quality
 - Accessibility
 - Affordability
- Health & Family Support
- System Support

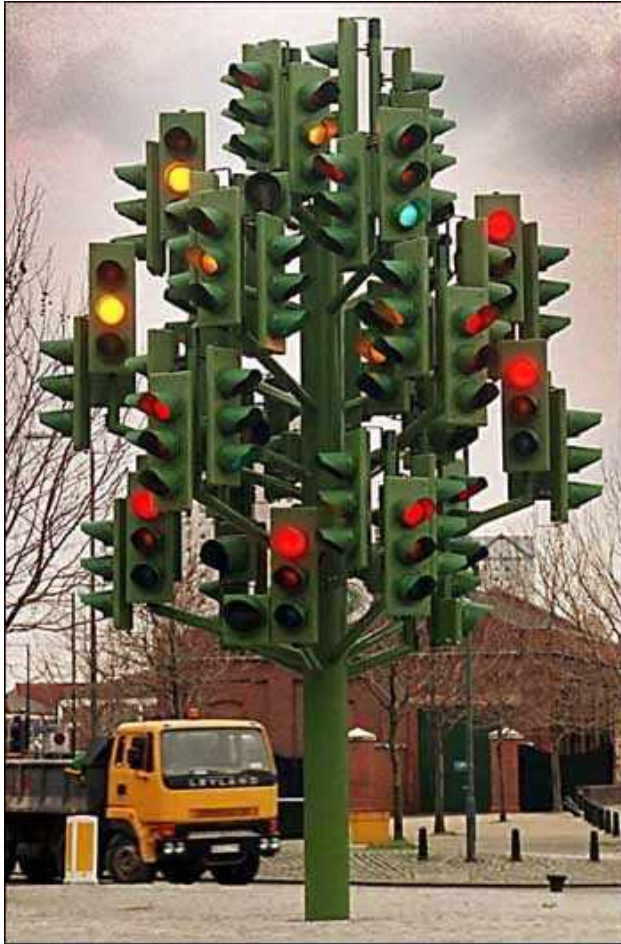
ECE Picture



Line Color Guide: Gold – Federal & State Subsidy/child care; Brown – State Smart Start; Pink – More at Four Pre-k; Blue – Federal Preschool Funds (Title I & IDEA Part B) to Education; LightGreen – Head Start/Early HS; Aqua – Federal Early Intervention (0-3) IDEA Part C

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The Local Perspective



- Mixed signals are coming from all traffic of funding & resources
- Local Partnerships direct resources, tailoring them to the needs of their community

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PFC Organizational Structure



- Board and Committees
- Administrative Operations
- Information Technology
- Planning, Development & Communications
- Child Care Resource and Referral

Along with:

- 13 Smart Start funded partners representing 19 programs
- 78 More at Four partners

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Efficiencies & Effectiveness



Principles

- Collaboration
- Service System Integration
- Leveraging Community, State and Federal Resources
- Unified Approach to Shared Services
- Flexibility

Shared Services

- Multi-Accounting and Contract Shared Services
- Information Technology Shared Services
- Grant Evaluation Management Solution Shared Services

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Information Technology

Shared Services



- Affordable Services
 - Lower than market rate of for-profit companies for IT services (25% or more)
 - Non-profit discounts
 - Savings of 96% off of the market rate!
- Reliable and Efficient Support
 - Five (5) technicians support **450** users in **35** organizations (13 Local Partnerships)
 - Proven standards and practices
 - 99.5% uptime (or greater!)
 - Test lab/ risk mitigation
 - Tiered support levels
 - Remote Services
 - End-user training (self-sufficiency)
- Leveraging \$130,000 in program income plus cost savings and productivity gains

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Federal Head Start Funds



\$1,139,045 Early Head Start Pre-K
Expansion equating to 82 slots

\$662,065 Head Start Pre-K Expansion
equating to 68 slots

\$1.5 M Non-Federal Match
Requirement for \$6 M Early HS/HS -
Through Smart Start and More at
Four \$1.6 M for 718 Pre-K Slots and
32 Early Head Start slots

Smart Start
Dollars provide a
non-federal
match for Head
Start/Early Head
Start Funds

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Child Care Resource and Referral



Units

- Family Support
- Professional Development
- Quality Enhancement
- More at Four

Serving 2,109 Early Care and Education workforce professionals from 215 Child Care Centers and 210 Family Child Care Homes

Grants Leveraged

- Federal and Private Grants Leveraged (\$693,000)
 - Army Child Care in your Neighborhood
 - Brookdale Foundation Grant
 - Division of Child Development
 - Grandparents Raising Grandchildren Program
- More at Four Pre-Kindergarten (\$10 Million)
- Smart Start (\$2.3 Million)

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Child Care Resource and Referral – More at Four Pre-Kindergarten



78 SITES
146 CLASSROOMS

Cumberland County Schools

- 30 sites
- 56 classrooms
- Programs include-Title I, Exceptional Children, and Family Literacy Program

Charter School

- 1 site
- 1 classroom

Cumberland County Private Sites

- 23 sites
- 44 classrooms

Cumberland County Head Start

- 18 sites
- 30 classrooms

Military Sites (Fort Bragg & Pope AFB)

- 5 sites
- 13 classrooms

Montessori School

- 1 site
- 2 classrooms



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More at Four Pre-Kindergarten Recruitment



- PFC provides marketing materials
- Regional brochure leverages funds from four counties at 4 cents per mailer
- Targeted distribution of marketing materials through partnerships with community organizations serving young families
 - ✓ Smart Start funded programs
 - ✓ Early care and education programs
 - ✓ Health organizations
 - ✓ Community and military organizations working with families
- Direct mail campaign to families with eligible children



99% of the 1,971 slots filled the first day of school

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Collaboration with Cumberland County Schools



Pre-K Program

One pre-k program with
multiple funding sources

Pre-k coordinator position

Joint professional
development with all CCS
pre-k

Common Kindergarten
Beginners Day

Smart Start funded programs

- Blended Classrooms
- Transition Coordinator
- Program Outreach
- BRIDGES

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Grant Evaluation Management Solution (GEMS) Shared Services



Integrated data system

- Automates time consuming tasks
- Connects and plays well with other databases
- Maximizes flexibility
- Answers key questions through customized reports

By channeling the power of GEMS, we:

- Buy results, not cost
- Increase performance accountability
- Reduce costs through greater efficiency
- Connect & empower people on the front lines

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Critical Success Factors



- Integrating existing programs, services, and funding streams into a flexible and comprehensive system of supports for children and families.
- Leveraging resources to create sizable, lasting, and positive change in the lives of young children
- Increasing efficiency, effectiveness, transparency and accountability of both services and use of resources

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Remember the “End Users” LOCAL and State



off the mark

by Mark Parisi

www.offthemark.com



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Contact Information



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